



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Applicants : Thomas J. Perkowski, et al.
Application Serial No.: 10/812,341
Filing Date: : March 29, 2004
Title : INTERNET-BASED PRODUCT BRAND MARKETING
COMMUNICATION NETWORK ALLOWING MEMBERS OF
A PRODUCT BRAND MANAGEMENT TEAM TO
COMMUNICATE DIRECTLY WITH CONSUMERS
BROWSING HTML-ENCODED PAGES AT AN ELECTRONIC
COMMERCE (EC) ENABLED WEB-SITE ALONG THE
FABRIC OF THE WORLD WIDE WEB (WWW), USING
PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS
(MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND
MANAGED BY PRODUCT BRAND MANAGEMENT TEAM
MEMBERS AND/OR AUTHORIZED PARTIES
Examiner : Jeffrey D. Carlson
Group Art Unit : 3622
Attorney Docket No. : 100-062USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action mailed August 13, 2008, Applicant hereby submits the following amendments to the same: